

FIG 1

104

FIG 2
106

Industry Tries To Create E-Biz Buzz Like IBM's

SAN FRANCISCO - For years now, **IBM** has been telling its story for all who would listen: The one-time mainframe computer giant is now the Internet-friendliest company on the planet.

"IBM is setting the agenda in the computer business for the first time in years -- taking back some of that role from Microsoft and Intel," said David Card of Jupiter Communications Corp. "They are creating the terminology of e-business and becoming synonymous with all the things business can do electronically."

"The e-business campaign from IBM has been terrific," concedes Oracle marketing vice president, Mark Jarvis. "They have successfully created a category that the industry has been able to deliver on."

Properties of organization IBM	
Headquarters	Armonk, New York
Chairman	Lou Gerstner
Competitors	Oracle, Microsoft
Divisions	Hardware, Software, Services, Research
Database Products	DB2, DataWarehouse

NODE VIEW

Software
Hardware
Competition
Oracle
Intel
Microsoft
DB2
IBM

108

126

120

102

76

72

100

106

- Search All (Object Types) -

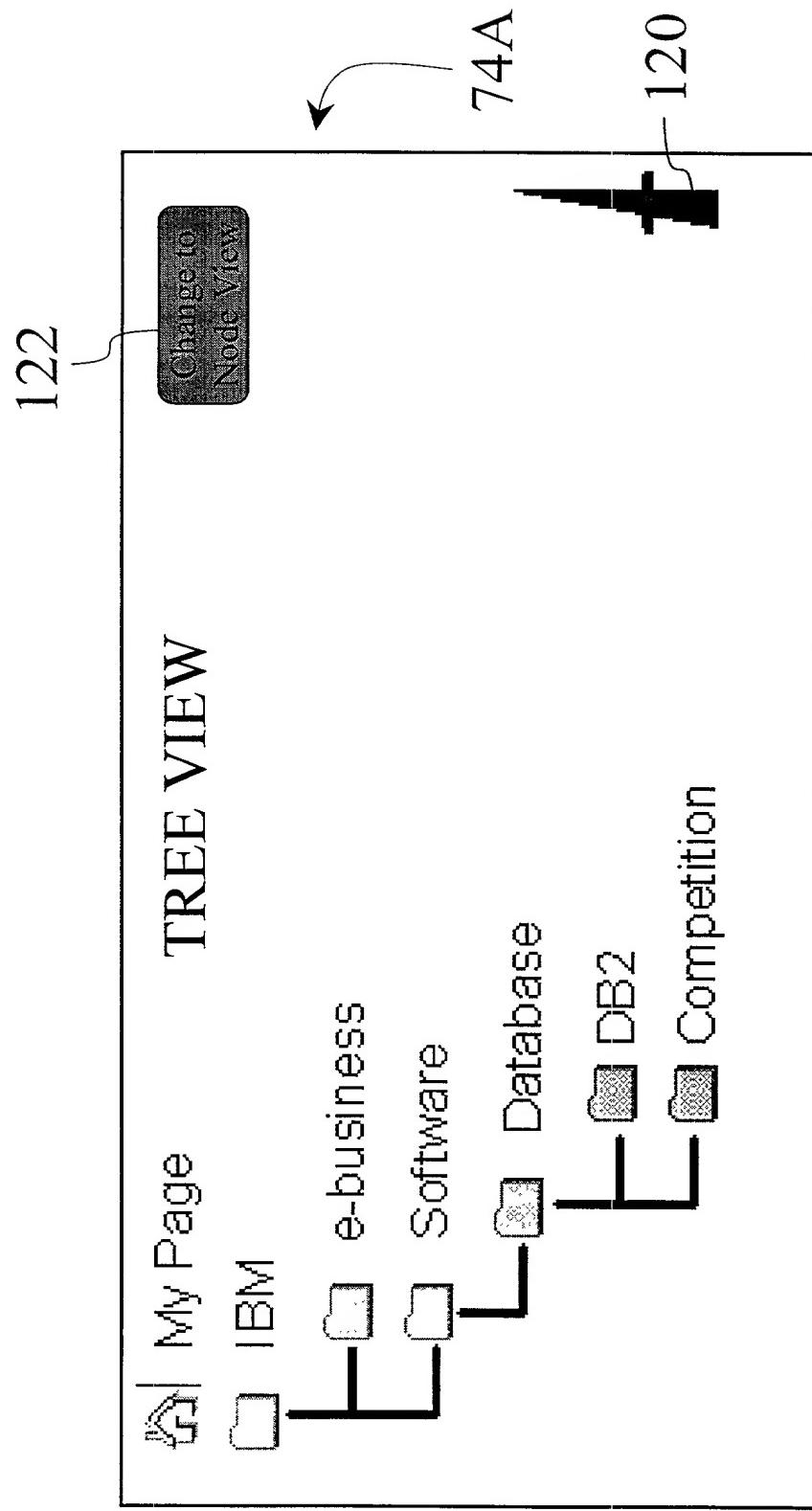
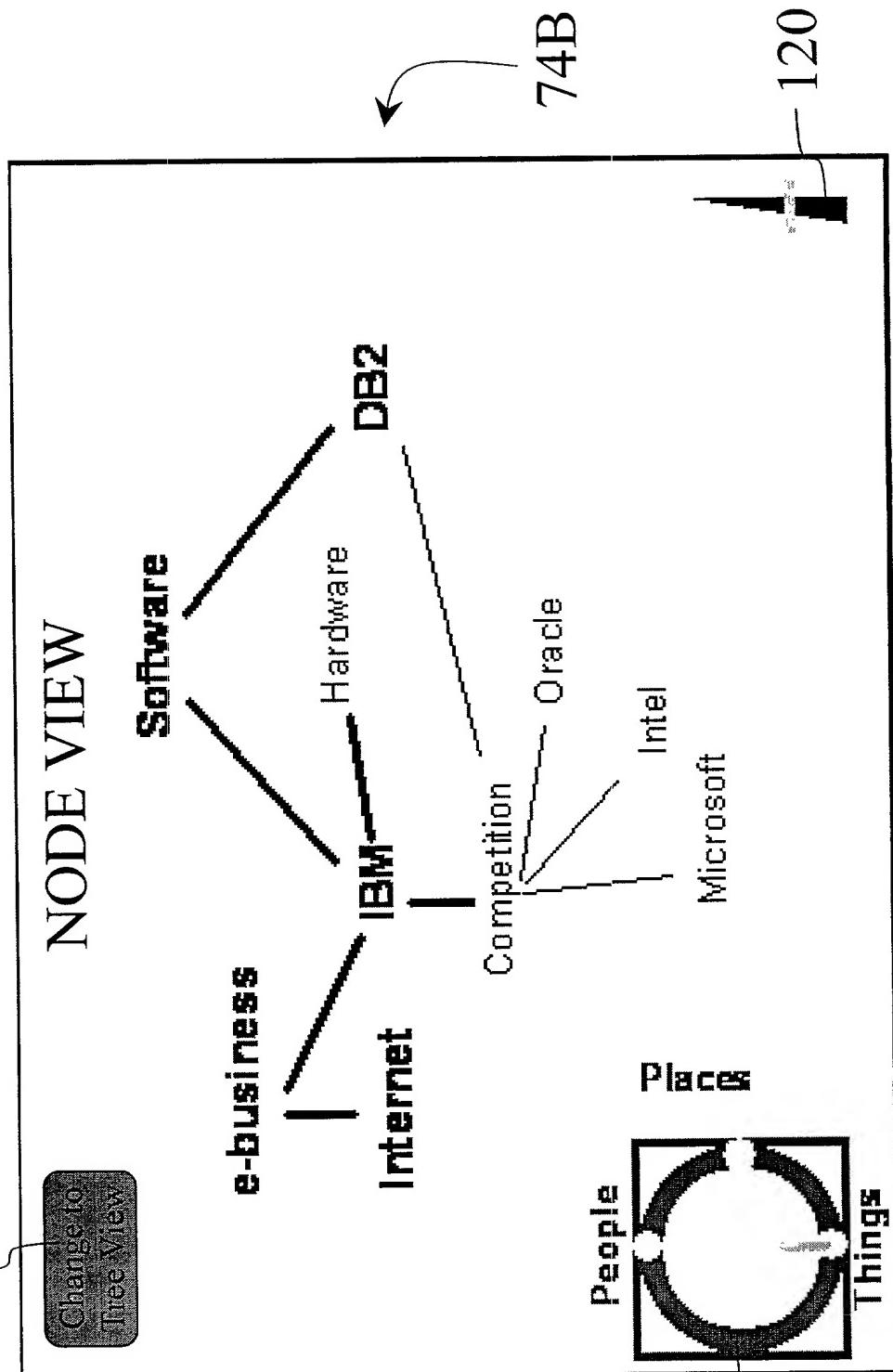


FIG 3A

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FIG 3B

FIG 4

